

Colorado Export Development Grant (CEDG)

About the CEDG

The mission of the CEDG is to increase Colorado companies' ability to export products and services to global markets. The Global Business Development Division of the Colorado Office of Economic Development and International Trade (OEDIT) funds this grant to assist Colorado exporters of products and services in all sectors of manufacturing and services.

The CEDG will provide funding for small and medium-sized enterprises (SMEs) in Colorado, and may be applied towards **travel expenses (airfare/hotel), trade show exhibition and/or attendance, business matchmaking services or other direct expenses for developing a new target market**. Award amounts will be up to \$4,500 per participating company and will be determined based on the nature of the request. Grantees are defined as a company, not an individual employee of a company. Award amounts are at the discretion of the OEDIT and selection of grantees will be made through a competitive process based on the quality of proposals and export potential of applicant companies. The actual amount and number of grants awarded annually is dependent upon the availability of funds for qualified SMEs.

Completed applications will be sent to Stephanie Dybsky of the OEDIT through a fillable PDF version of the application accessible online at: www.colorado.gov/trade/cedg. Questions about the grant program may be referred to [Stephanie Dybsky](#) at 303-892-8762. Applications must be submitted by **September 16, 2011**. Selected grantees will be announced **September 30, 2011**.

Benefits

Through the CEDG, the OEDIT is able to offer companies access to the following benefits:

1. One-on-one export counseling services through the OEDIT;
2. Customized market research and guidance on identifying target markets;
3. Up to \$4,500 per company to be applied towards **travel expenses¹ (airfare/hotel), trade show exhibition, business matchmaking services, or other direct expenses related to developing a new export market**. For an example of business matchmaking services, please see the following: <http://export.gov/salesandmarketing/index.asp>
4. Matchmaking services are also offered through AmChams, the Colorado-Mexico Trade Office and Colorado's Honorary Trade & Investment Representative in Japan. The OEDIT will work with qualifying companies to identify the best organization with which to coordinate matchmaking services.

Participant Eligibility

1. Company must have a Colorado presence and be registered with the Colorado Secretary of State.
2. Company must be export ready. Export readiness is evaluated based on the company's ability to meet new customer demand, provide any necessary customer service to foreign buyers and meet any applicable export regulations and/or certifications that may be required to sell the product or service in the target market.
3. Company must have fewer than 200 employees globally (this does not include agents, etc. that are not permanent employees of the company).
4. Company must be new to the export market to which it would like to apply this grant. A "new market" may be defined as a new country, market segment, industry, sales channel or region within a country.
5. Company must focus on one (1) target market to which they will export for purposes of this grant.
6. Company should already have commercialized/be producing the product or service that is to be exported.
7. No third party consultants or representatives may apply on behalf of their own company or a client company. Prospective exporting companies should apply directly to receive the grant funds.
8. Awards will be dispersed by the end of the 2012 State fiscal year (**June 30, 2012**).
9. Reimbursement requests must be completed by **May 30, 2012**.

¹ Allowable travel expenses are: fully refundable economy class airfare and hotel expenses. Meals, incidentals and ground transportation are excluded.

Responsibilities

1. Participants will be required to work with the OEDIT in order to establish project goals. The OEDIT will counsel the participants on the export market they will be exploring. An appointment with an OEDIT representative should be completed no later than **November 30, 2011**. For those outside of the Denver Metro area, a conference call may be scheduled in lieu of an in-person appointment. A typical export counseling appointment will last approximately 45 minutes.
2. Participants are required to participate in an exit interview no later than one month after they have completed their travel. Participants are asked to submit a brief written evaluation of their experience of the grant process at the exit interview, so the OEDIT can continually improve its programs.
3. Participants will be required to provide receipts/proof of payment for expenses covered by the grant. Expenses should be fair and reasonable, and the OEDIT reserves the right to determine what expenses will be covered by the grant. Participants should contact the OEDIT if there is any doubt regarding what expenses will be covered.
4. Companies are expected to report their program-related export successes to the OEDIT. Such reporting provides valuable information that allows the OEDIT to continue funding export promotion projects such as the CEDG. The following information is requested from program participants through periodic surveys and is confidential*:
 - a. Number of export-related agreements the company signs, such as a distributor or agent agreement
 - b. Dollar value of any export sales
 - c. Value of export-related investments the company makes in their target country
 - d. Number of jobs created or retained by the company as a result of new export sales
 - e. Quality of the service the company received
 - f. Any other developments such as avoided loss of sales, trade complaints resolved, investment in foreign assets that increase U.S. exports, etc.

****The information collected from participating SMEs will be collected and used for internal reporting purposes only. Any reporting of export sales will be done in aggregate, without naming individual companies.***

Key Dates

Friday, September 16, 2011	Applications are due to the OEDIT
Friday, September 30, 2011	Grantees are announced
Monday, October 3 – Wednesday, November 30, 2011	Grantees required to meet with an OEDIT representative for export counseling
Wednesday, May 30, 2012	Travel or project activities must be completed and reimbursement requests submitted to the OEDIT
Within one month of travel	Grantees shall schedule an exit interview with an OEDIT representative and complete a brief written evaluation
Within one year of travel	Grantees asked to complete an email survey evaluating the program and services provided by the OEDIT

Company name

Address

Name*

Email

Company Website

Phone

Title

Date

**By typing your name on this application, the applicant certifies that the company requesting grant funds meets the qualification requirements outlined above on pages one and two of this application and agrees to fulfill the responsibilities described on page two.*

Please submit complete responses to the following questions:

1. Please describe your company's presence in Colorado (are you headquartered here, have a manufacturing operation, etc.?).
2. How many employees does your company have in total? How many in Colorado?
3. Is your company a minority-owned, women-owned or veteran-owned small business?

4. Description of your product(s) and/or service(s) to be exported. Do you know if you need an export license and/or certification to export your product(s) and/or service(s)? If so, please explain.
5. Please provide a brief statement of your company's export goals and experience. Has your company exported before? If so, to which countries?
6. Please identify your target market and describe how and why you selected it.
7. If you have already identified a potential buyer in your target market, what is the size of your expected export sale(s) to that market? What is your forecasted timeline for your potential export sale(s)?
8. Please describe steps your company has taken to prepare for new export sales.
9. Please explain how your company will create or retain jobs through expanding export sales.
10. Feel free to provide any additional information pertinent to this application.

Please indicate how much you are requesting in total (up to \$4,500) and show a breakdown of how you plan to utilize the funding by completing the attached pro-forma budget of anticipated project cost. Although not required, you are welcome to submit hard copies of your company's marketing materials. Please email or mail them to Stephanie Dybsky at Stephanie.Dybsky@state.co.us or 1625 Broadway, Suite 2700, Denver, CO 80202.

Pro-forma Budget

Estimated Costs

Expense 1: \$

Expense 2: \$

Expense 3: \$

Expense 4: \$

Expense 5: \$

Expense 6: \$

Expense 7: \$

Expense 8: \$

Expense 9: \$

Expense 10: \$

Total in U.S. Dollars: \$